

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Gary B. Robinson	Art Unit :	3622
Serial No. :	09/893,748	Examiner :	Jeffrey D. Carlson
Filed :	June 29, 2001	Conf. No. :	3348
Title :	AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB ADVERTISING		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NON-COMPLIANT
AMENDMENT DATED JUNE 1, 2009

Please amend the above-identified application as detailed below and consider the following remarks, in addition to those remarks submitted June 29, 2001 and February 3, 2006.

Amendments to the Claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.